

# Quick Pricing Guide



READING | OAKS | LANCASTER | LOWER BUCKS COUNTY

Successful sellers practice **Shopper-Focused Pricing**.

Ask yourself, "What price would make me buy this item and brag about it to a friend?"

Bargain Brands

**\$1-\$4**



Everyday Brands

**\$3-\$6**



Premium Brands

**\$7-\$10**



Sell Toys,  
Baby Equipment,  
Books, Games and  
Furniture at  
**30% of**  
retail value.

**CHARGE MORE FOR:**

- New with Tags
- "Dressy" Items
- Items in Original Packaging
- Large Items
- Popular Toys

**CHARGE LESS FOR:**

- T-Shirts
- Play Clothes
- Infant Items
- Maternity Clothing
- Junior Clothing

To sell more - we recommend that you let your items reduce during our discount days!

## CREATING TAGS

Log into your JBF Profile on our website, and click on the "Enter My Tags" button. Be sure that your "Reduce" and "Donate" settings fit your personal preference. Select **CREATE TAGS**. Grab your first item and start.

Select All*	Edit	Season	Category	Item Description	Size	Price	Reduce	Donate	Sold	Item Number	Sold Date	Sold Price	Printed	Last Updated
<input type="checkbox"/>			Shoes-Girls	Short boots - super cute	1.5	\$4.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		65552794			<input checked="" type="checkbox"/>	11/2/2016 11:59:12 AM

Select the Category → Choose the Size → Write a detailed description → Select the Price → Choose if you want to Reduce → Choose if you want to Donate this item (if it doesn't sell) → Write in the Quantity

## SUPPORT

If you have questions about pricing specific items, ask us! You can also Google the item and check eBay, Craigslist or Amazon to find comparable prices.

## PRINT & CUT

Print your tags on white cardstock. Then after you cut out your tags, organize them by Category and Size.

**ALWAYS set the Quantity to "1" - except...**

- 1) When you have multiples of the exact same item. Increasing the quantity will create the same tag multiple times BUT with a new item number and barcode for each item. This will help you track your sales accurately.
- 2) If you have a big item that has multiple pieces and needs multiple tags.
  - Change the quantity to 3 (or however many tags you need)
  - Leave tag #1 as is. Cross out the barcode & price on the other tags with a black sharpie
  - Write on all the tags - 1 of 3, 2 of 3, 3 of 3
  - Attach one tag to each piece of your big item

**Remember:** Selling at JBF let's you be in control of the price of each item. You also decide if it goes half price on the last day of the sale. If the item doesn't sell, you can either donate the item to our local charity partner, or you can pick it up.